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Ascik et al.

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(54) **POINT OF SALE DISPLAY CONSTRUCTIONS, SYSTEMS AND METHODS FOR CONSUMER PRODUCTS**

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Related U.S. Application Data

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(60) Provisional application No. 60/258,166, filed on Dec. 22, 2000.

(51) **Int. Cl.**
A47B 43/00 (2006.01)

(52) **U.S. Cl.** **211/189**

(58) **Field of Classification Search** 211/163, 211/189, 85.2, 85.1, 13.1
See application file for complete search history.

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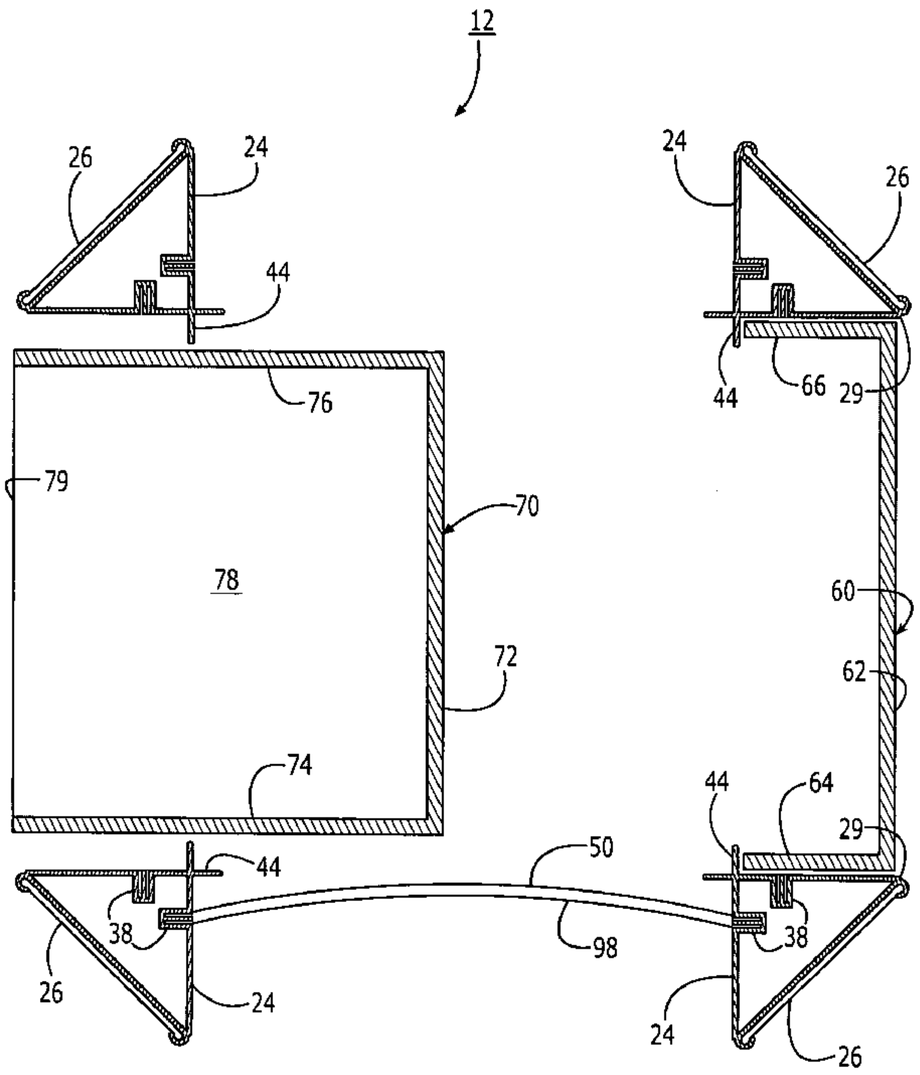
(57) **ABSTRACT**

A display stand for presenting consumer merchandise and which permits flexibility in the stocking and the aesthetic appearance of the merchandise includes at least one pair of elongated corner members which extend along a substantial portion of the vertical dimension of the stand, with each pair of corner members positioned and dimensioned to slidably receive vertically-extending and parallel first and second panels which may be used to control the appearance of the display, present different types of merchandise as seasonally required or change the graphics or appearance of the display.

19 Claims, 17 Drawing Sheets



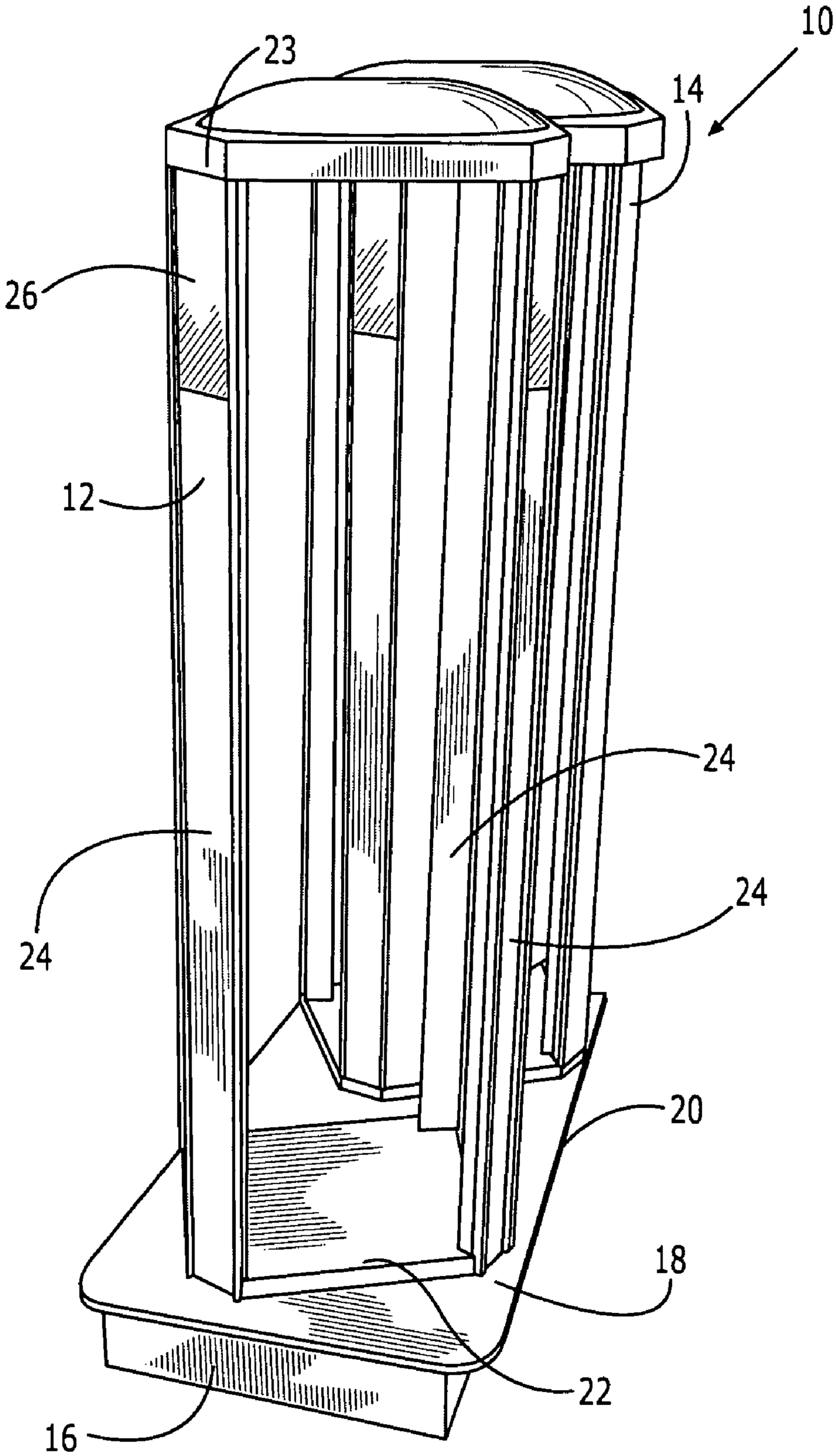


FIGURE 1

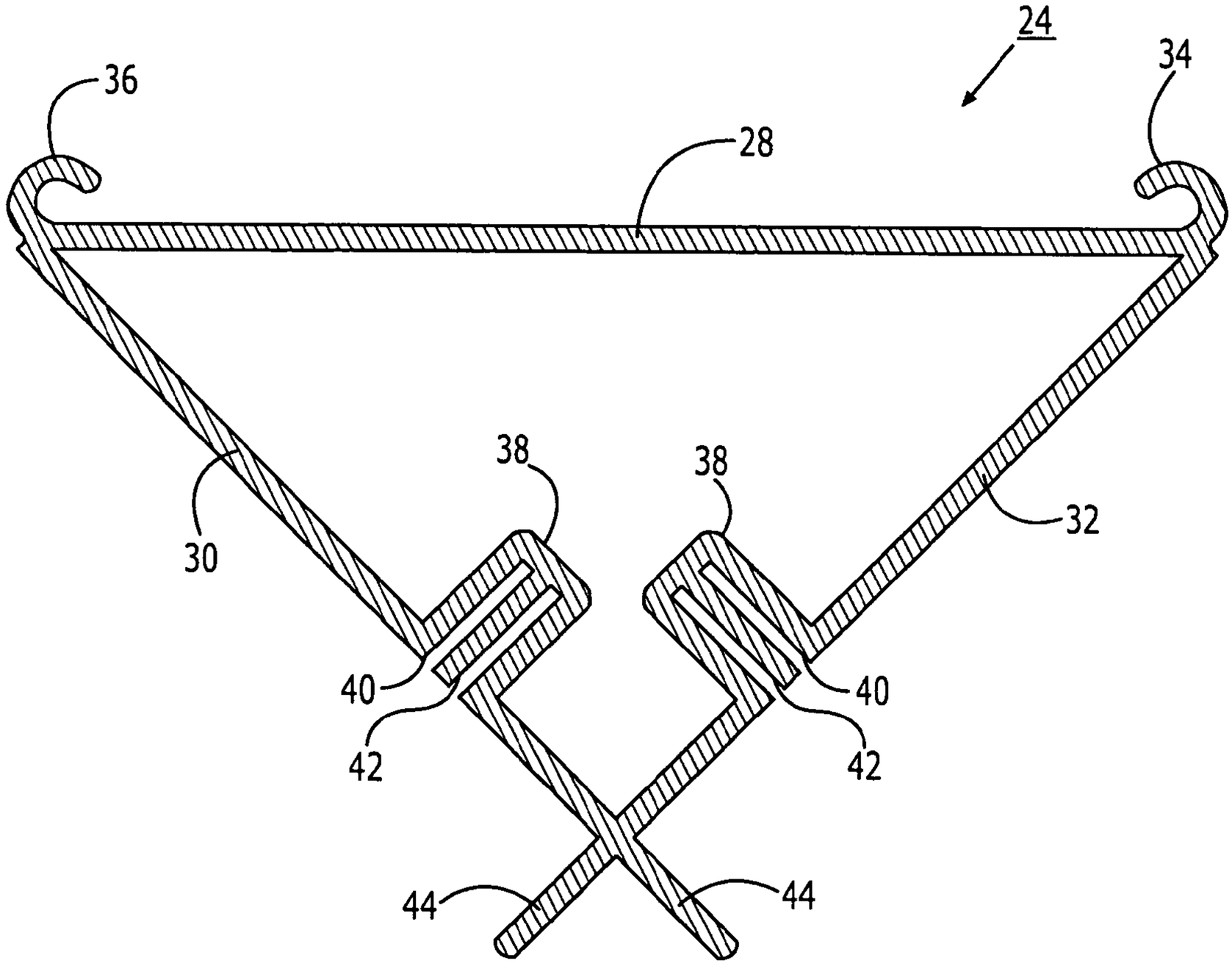


FIGURE 2

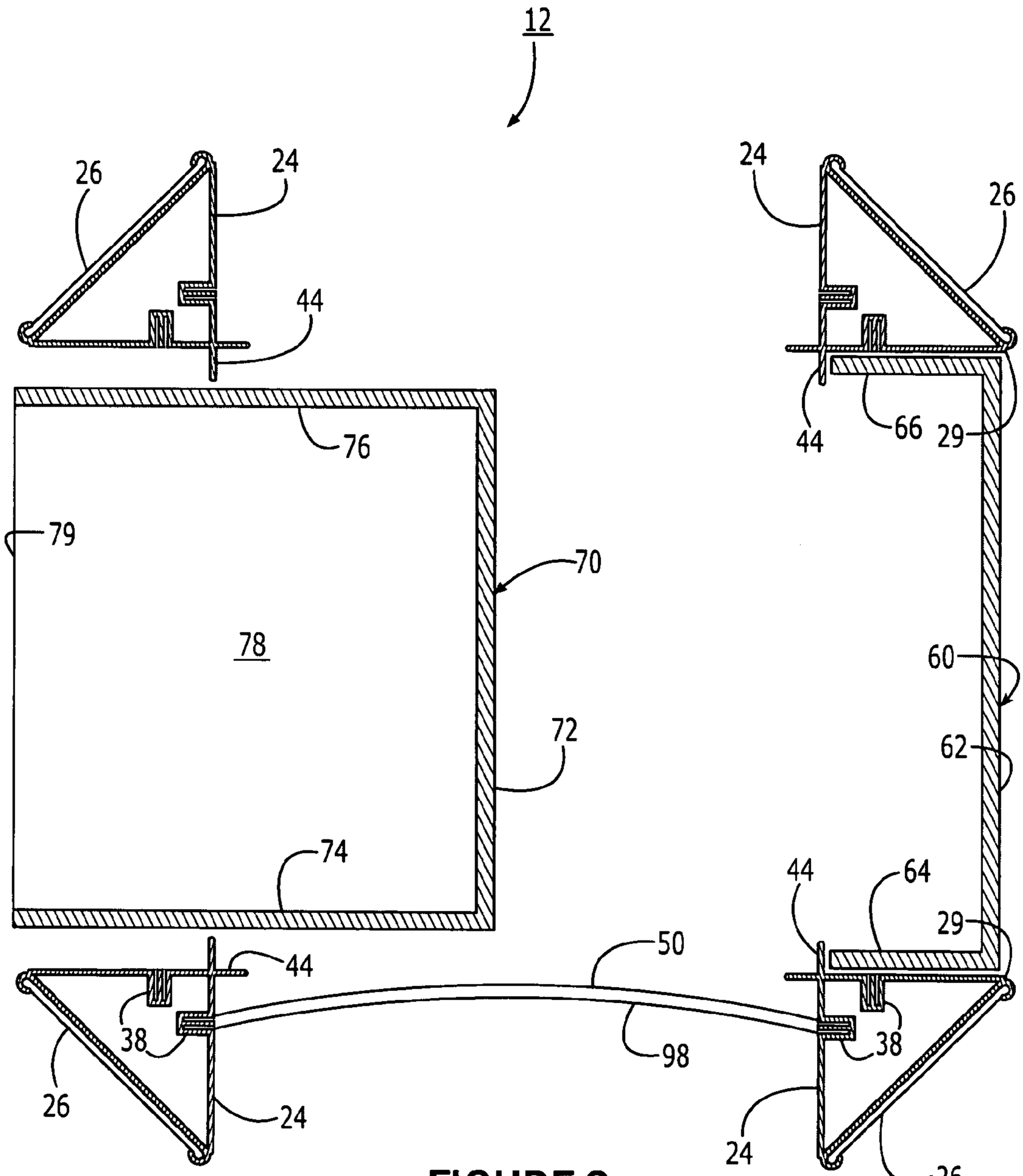


FIGURE 3

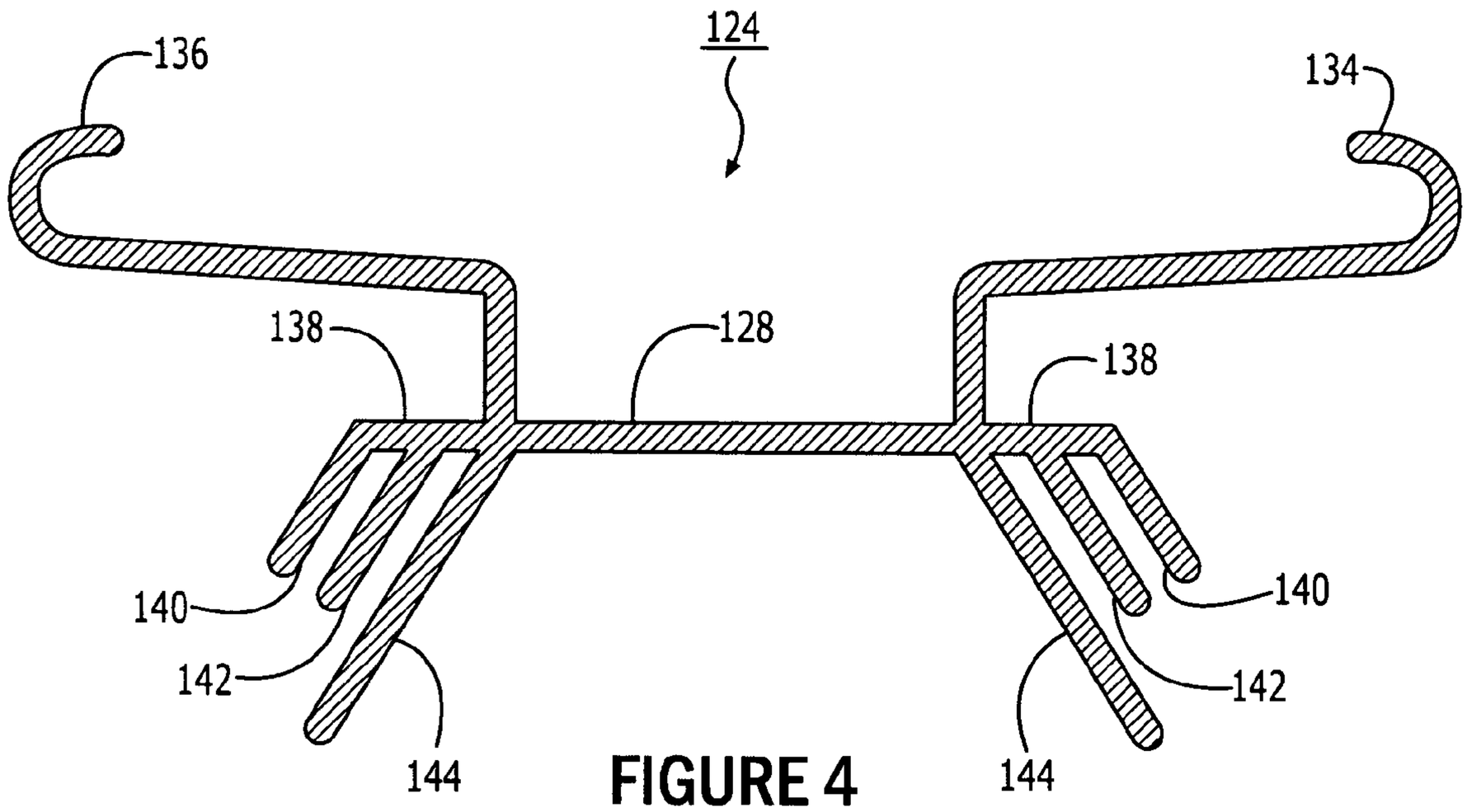


FIGURE 4

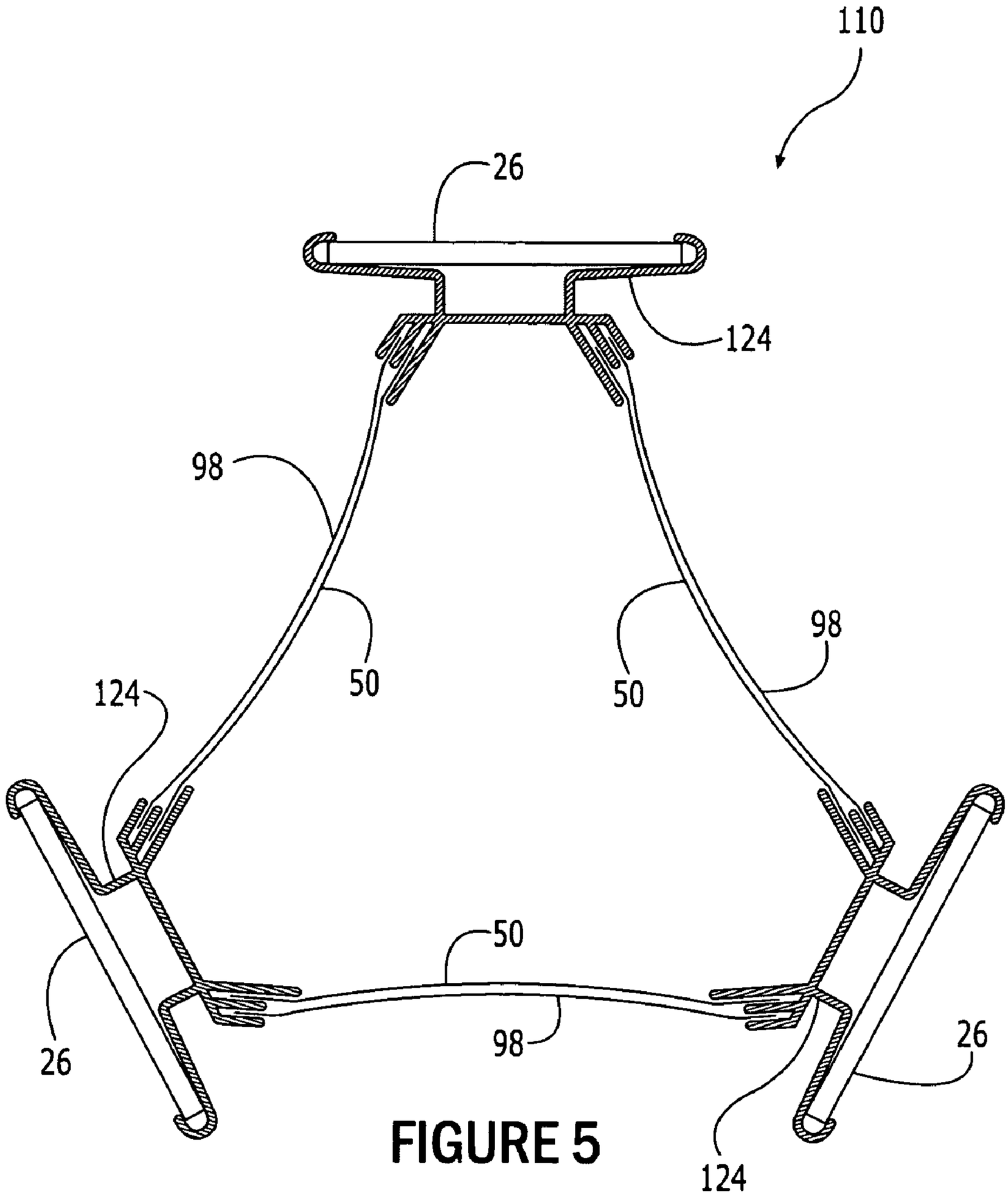


FIGURE 5

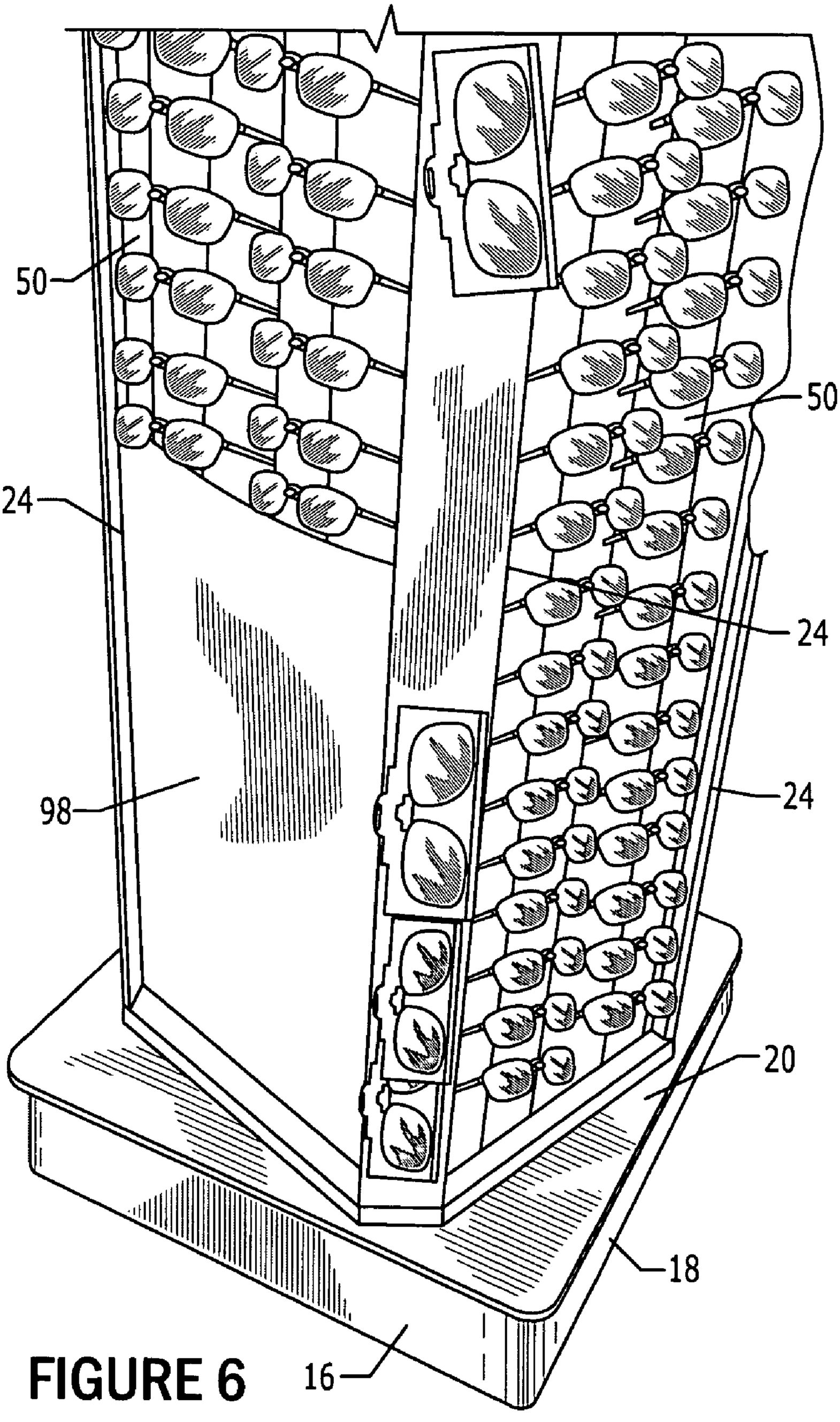


FIGURE 6

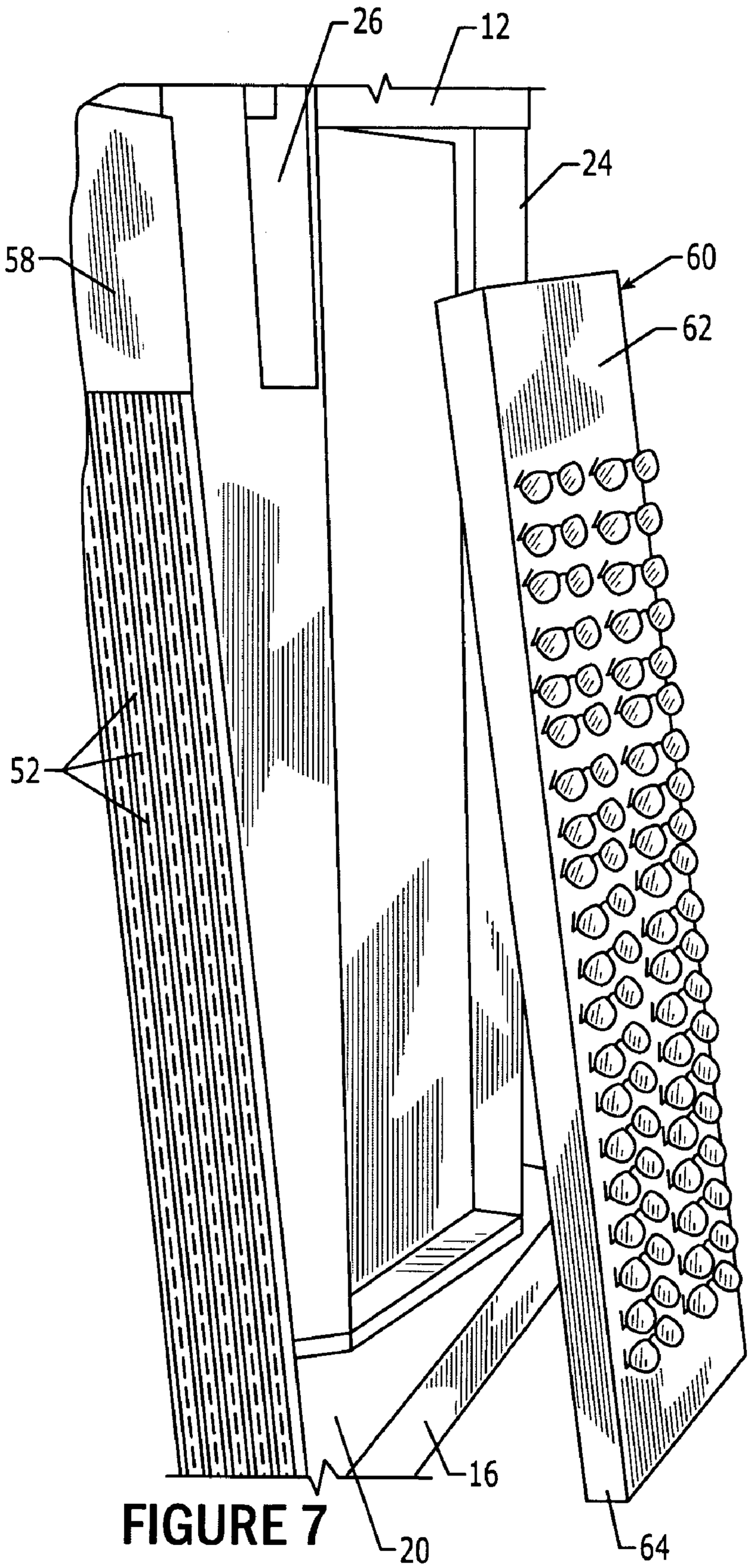


FIGURE 7

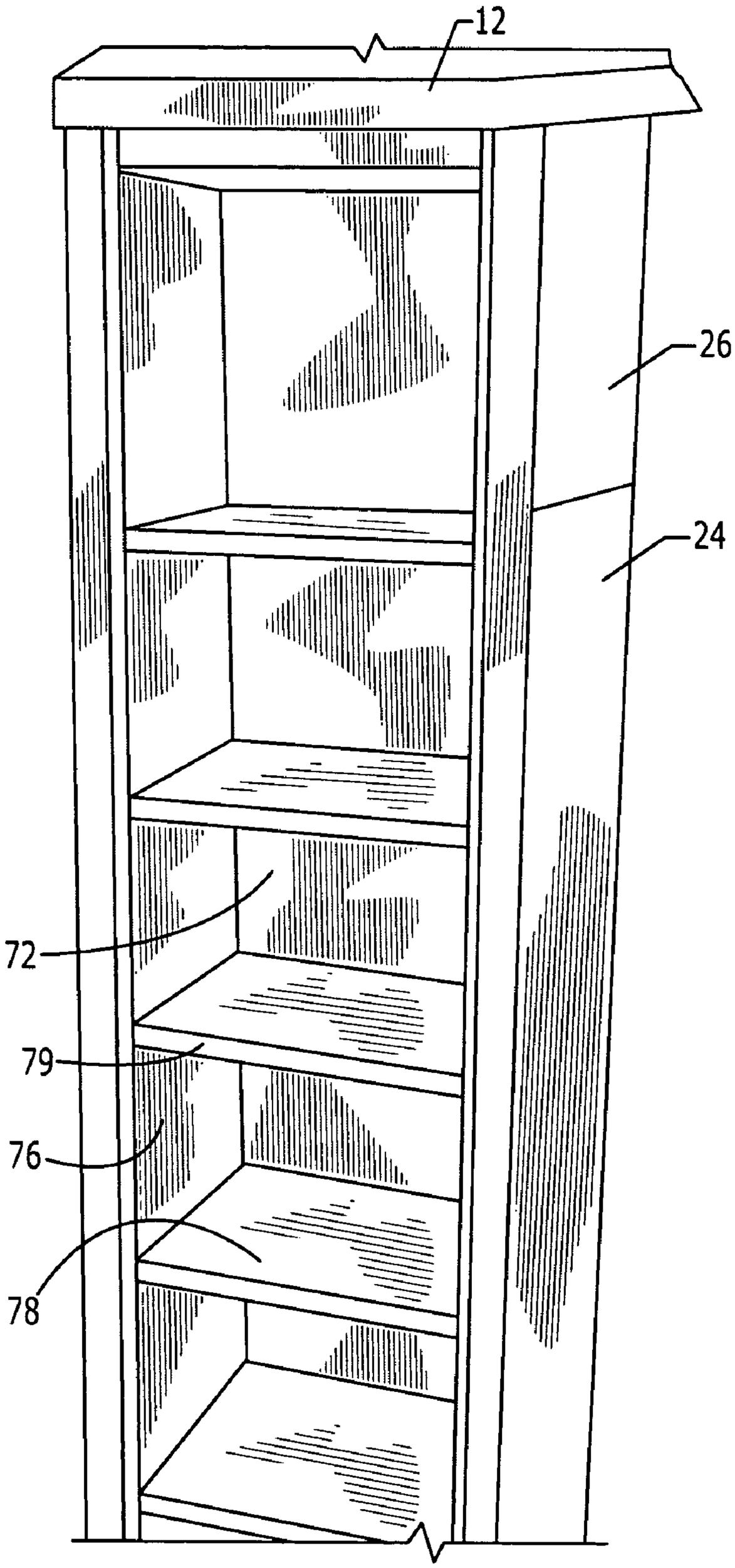


FIGURE 8

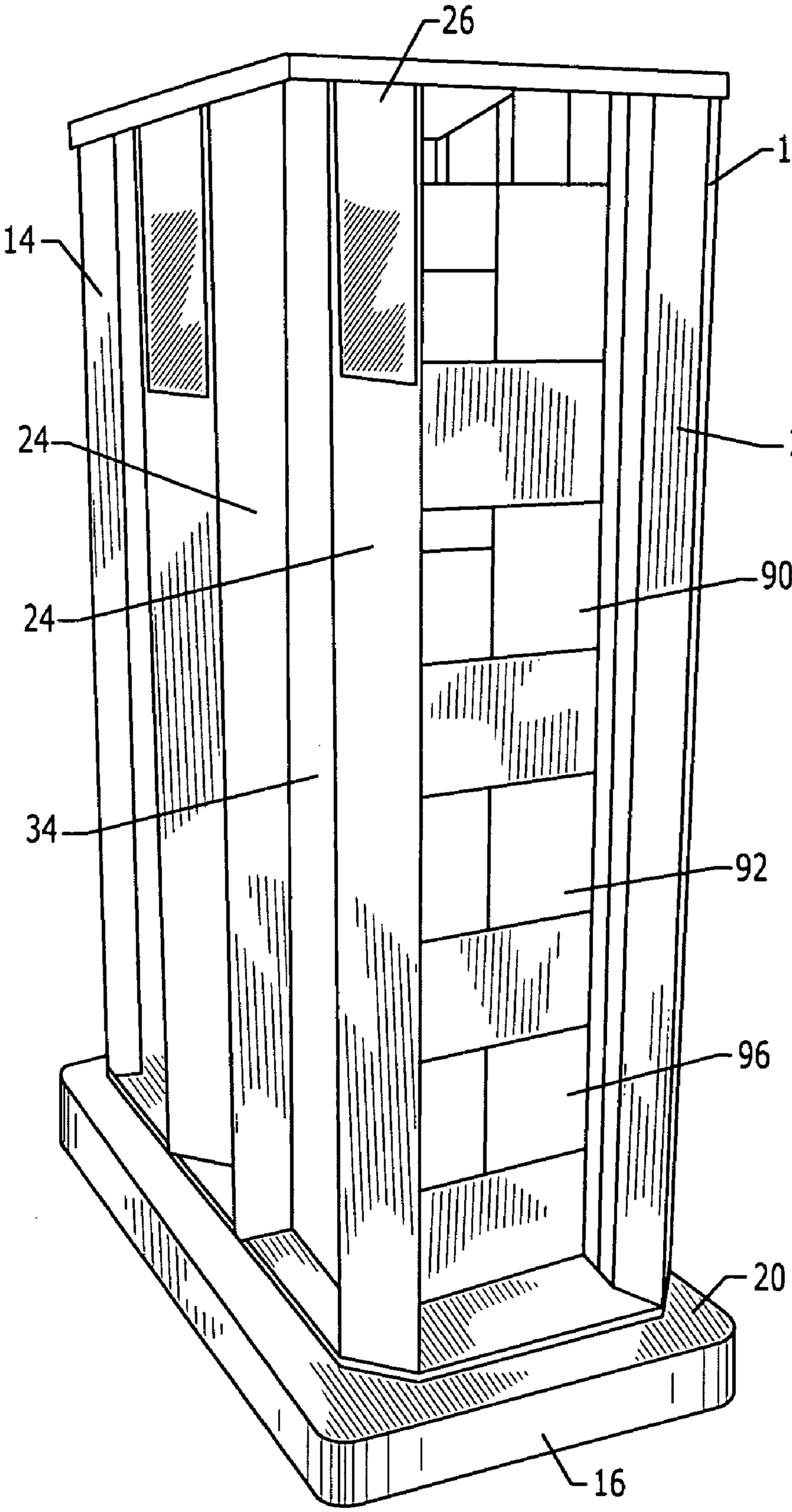


FIGURE 9

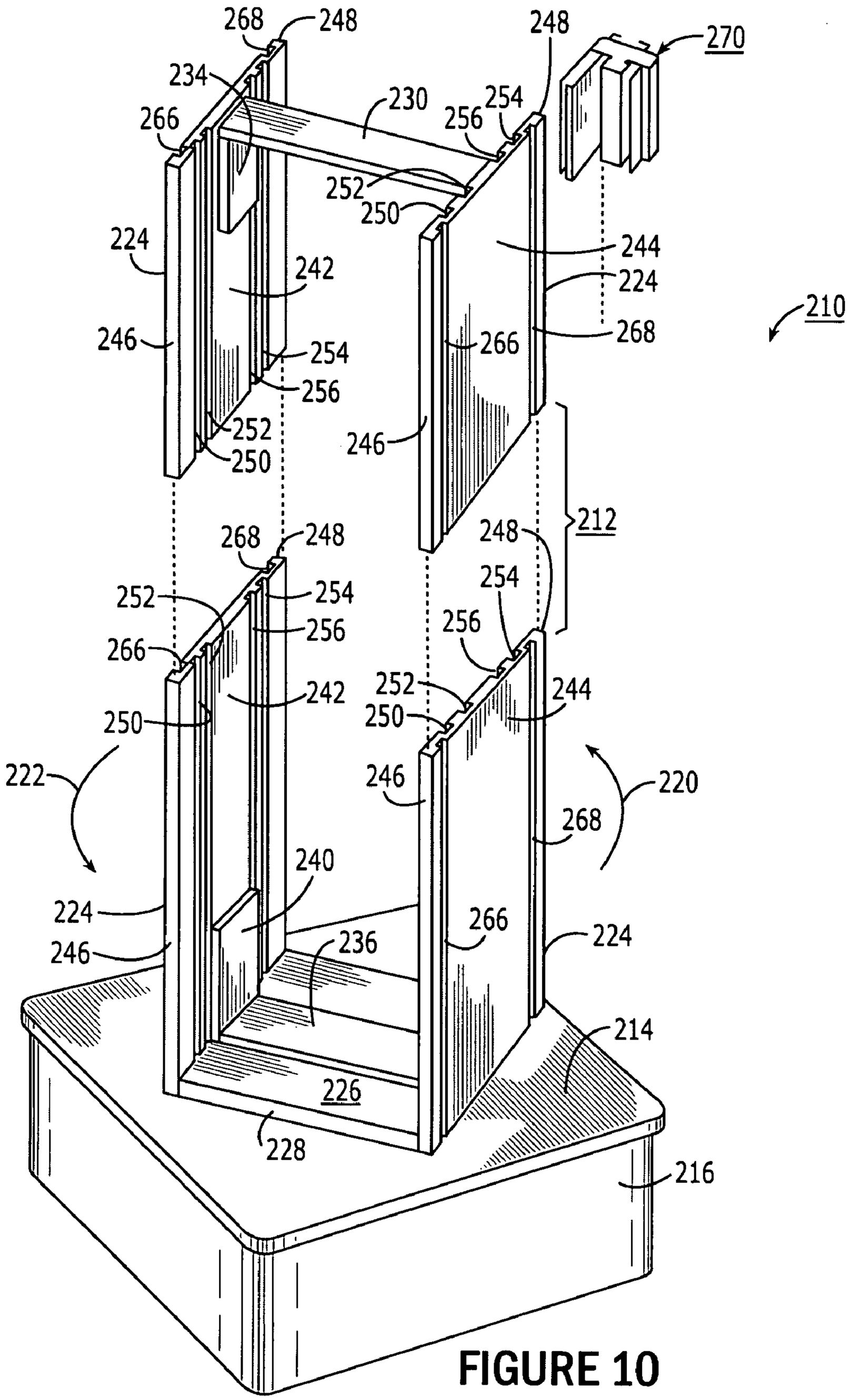

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FIGURE 10

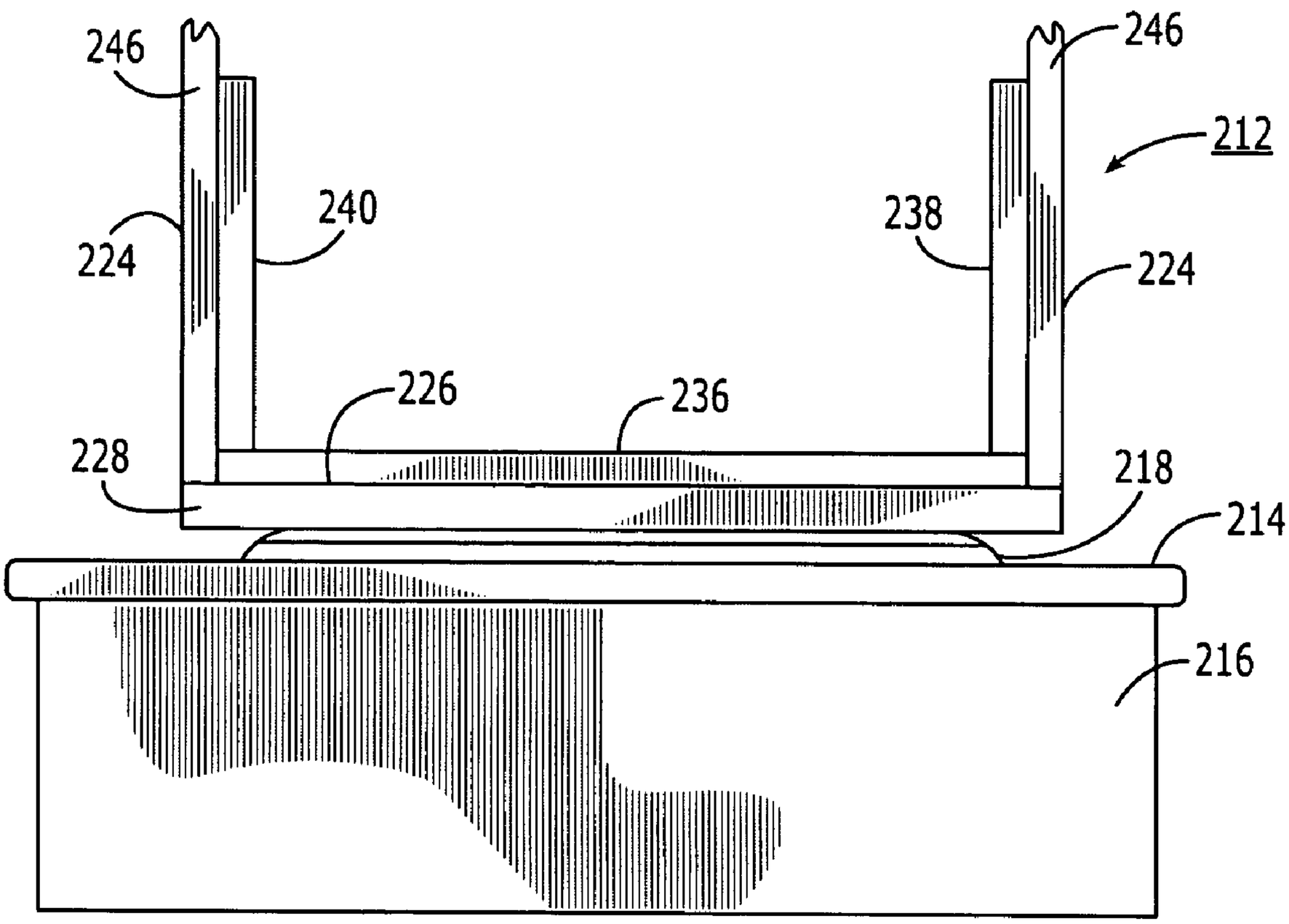
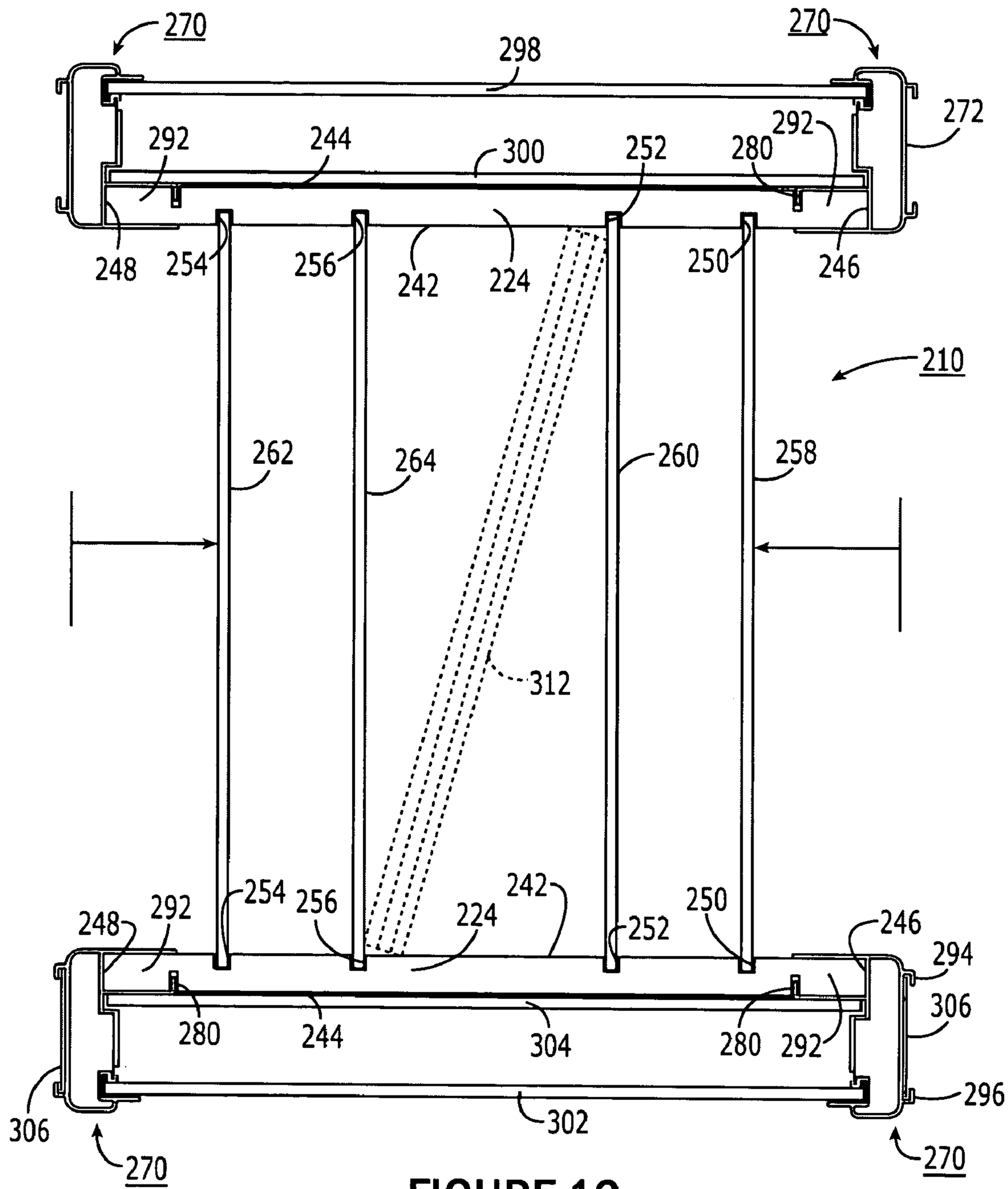


FIGURE 11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298
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272
292
244
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254
256
242
224
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210
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258
312
254
256
242
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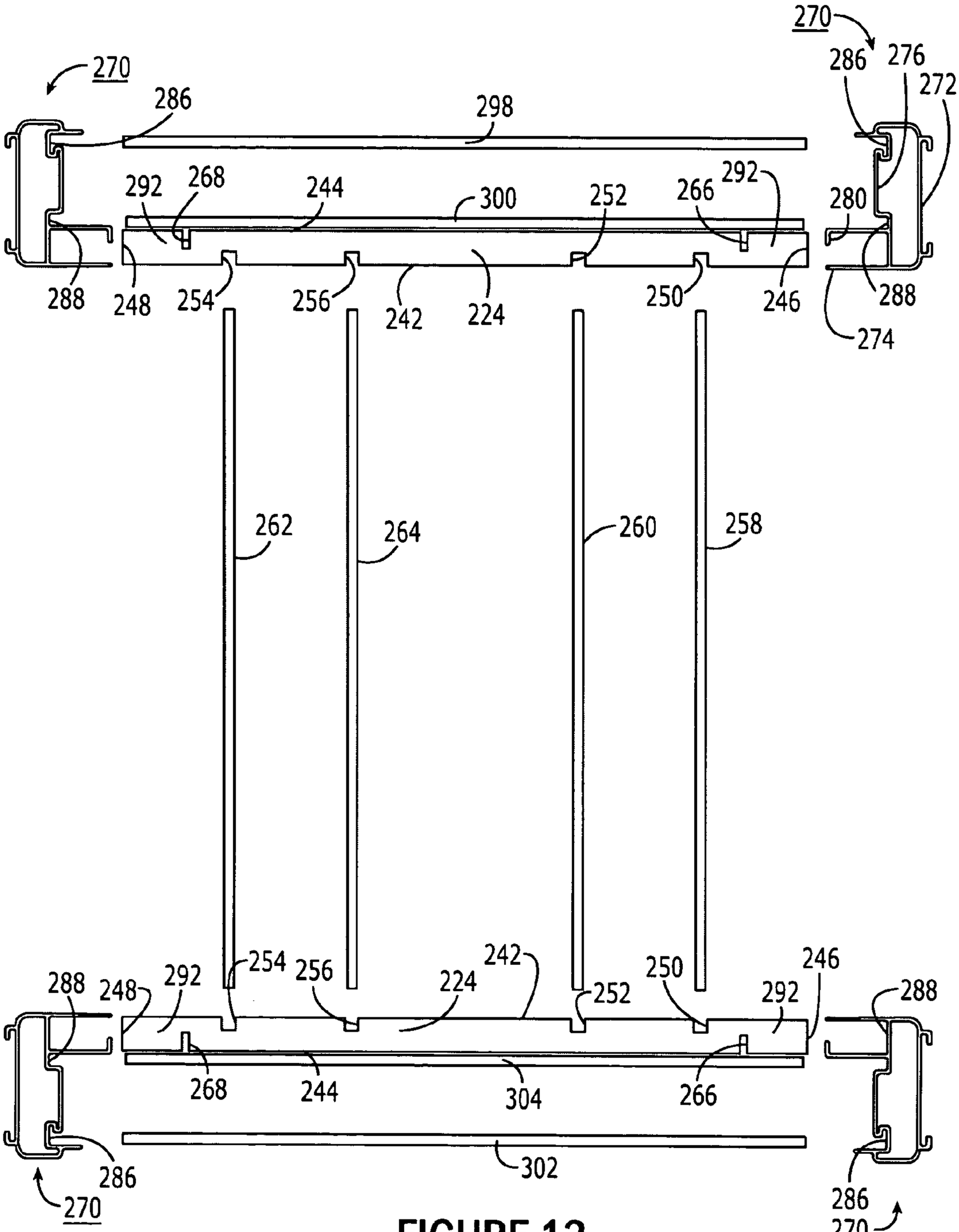
270

FIGURE 12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286
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FIGURE 13

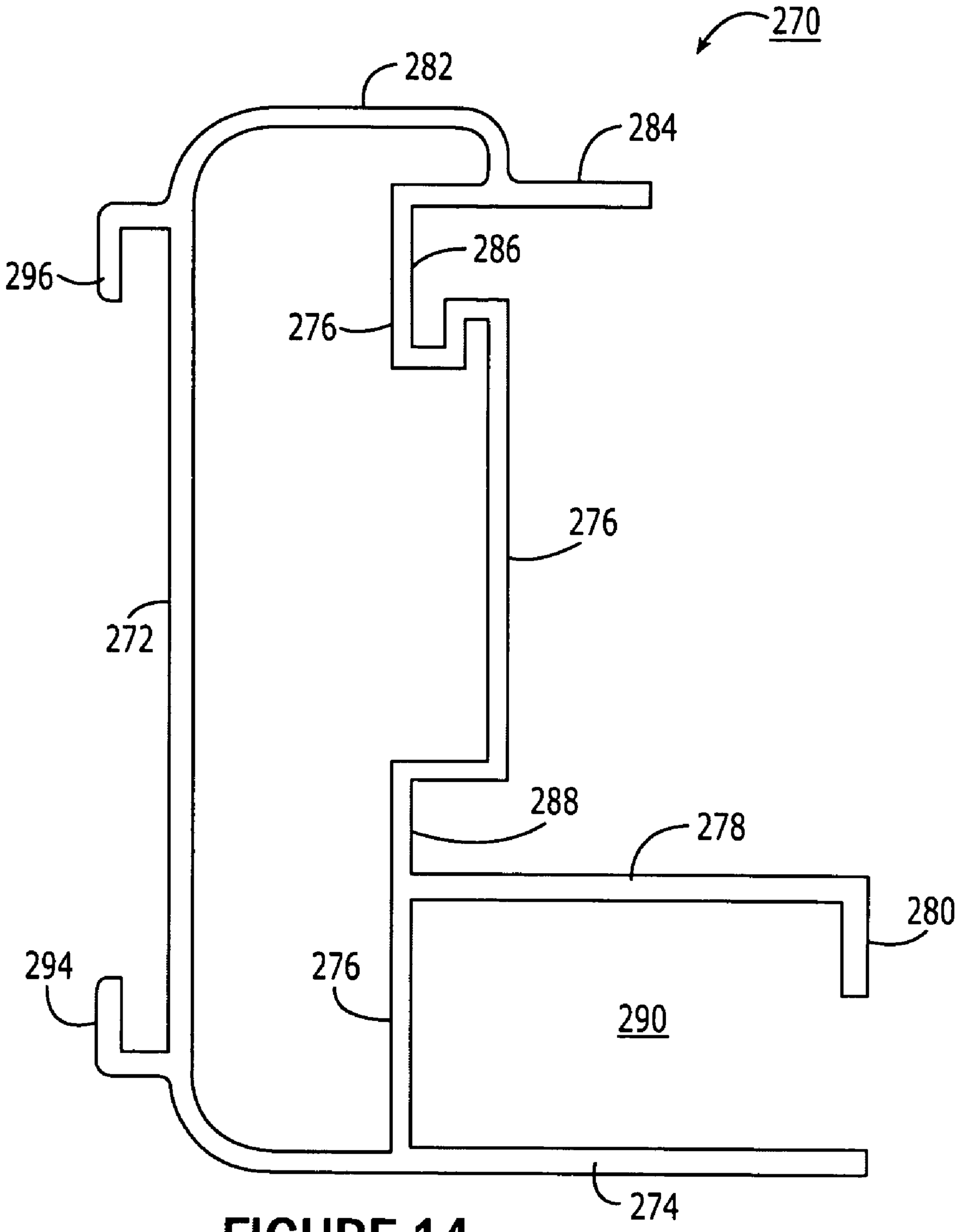
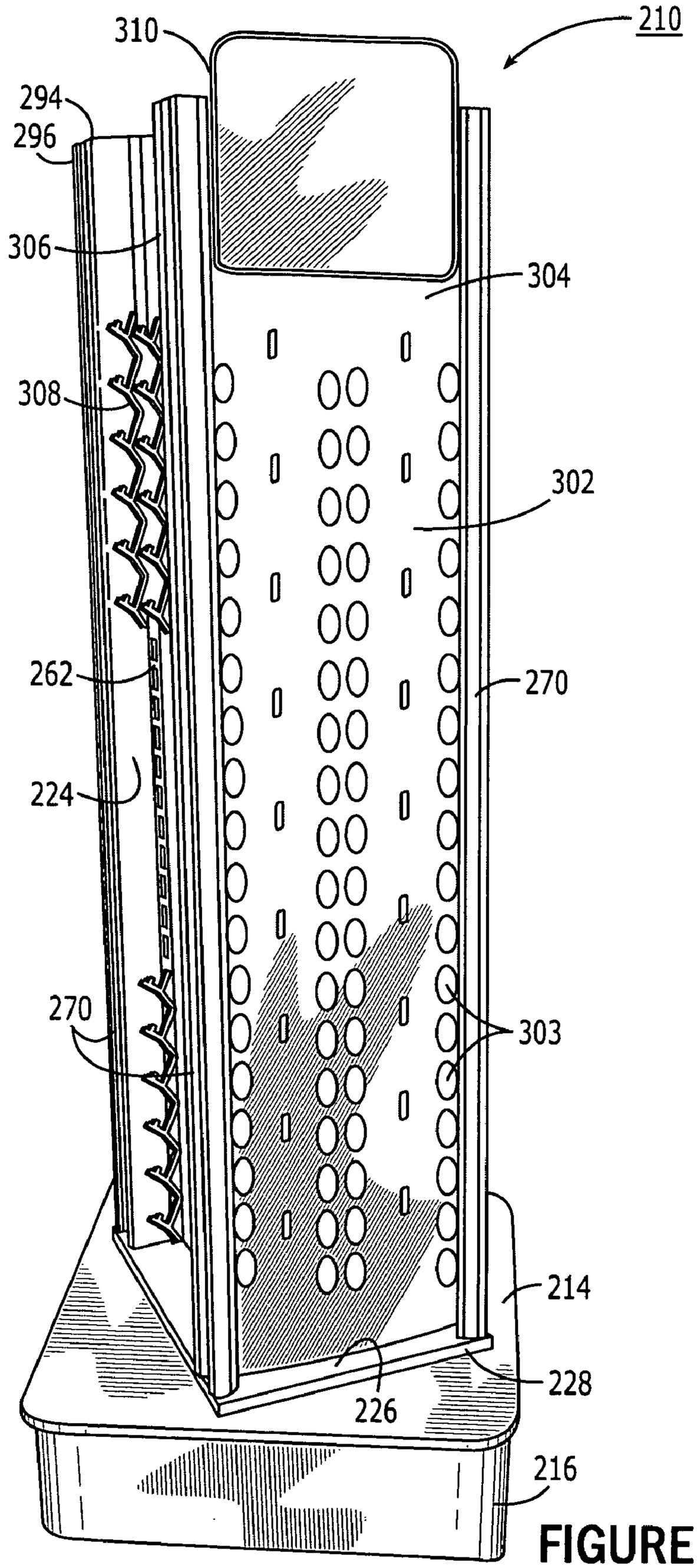


FIGURE 14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210
294
296
306
304
308
302
262
270
224
270
303
214
228
226
216

FIGURE 15

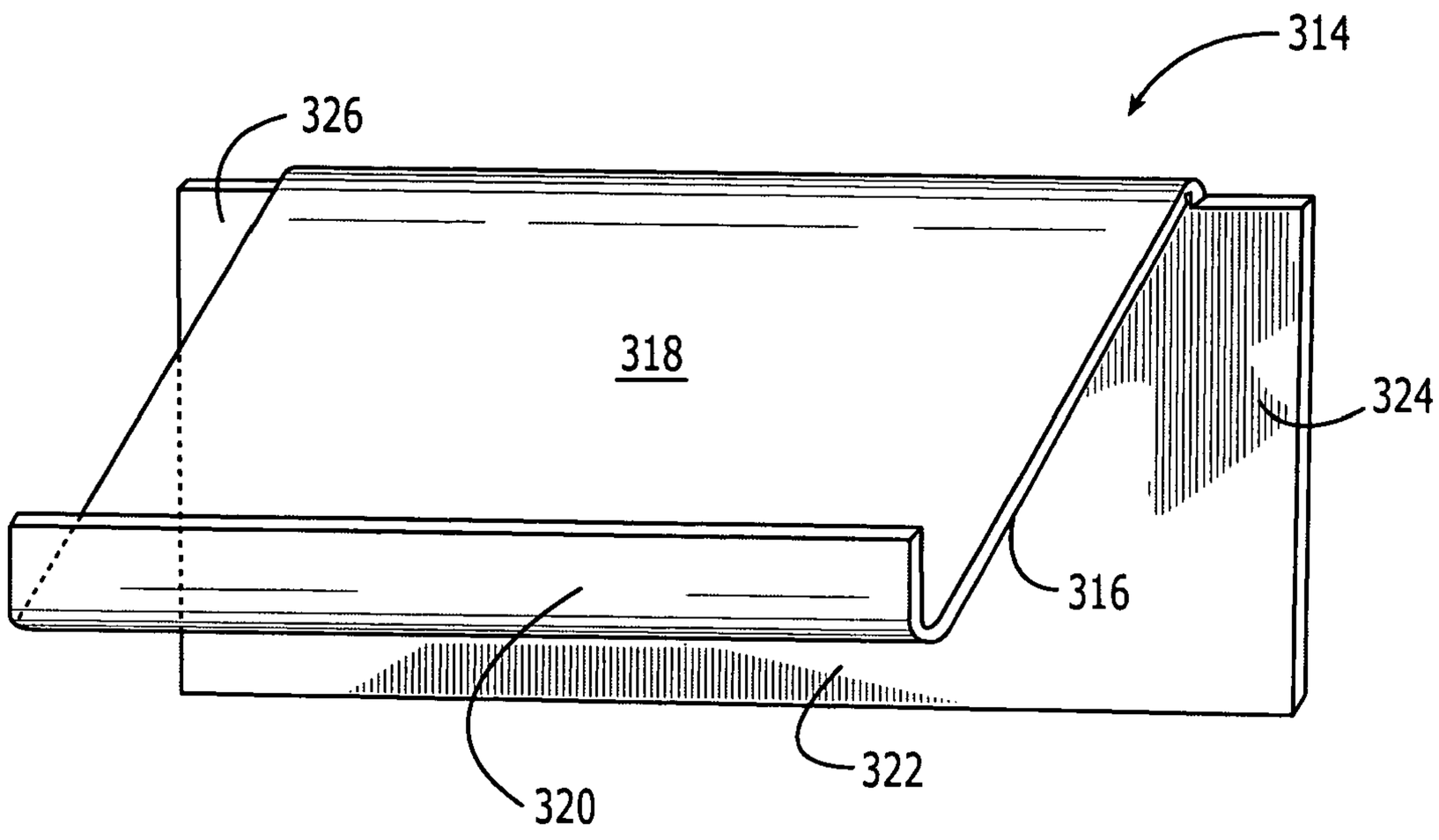

FIGURE 16

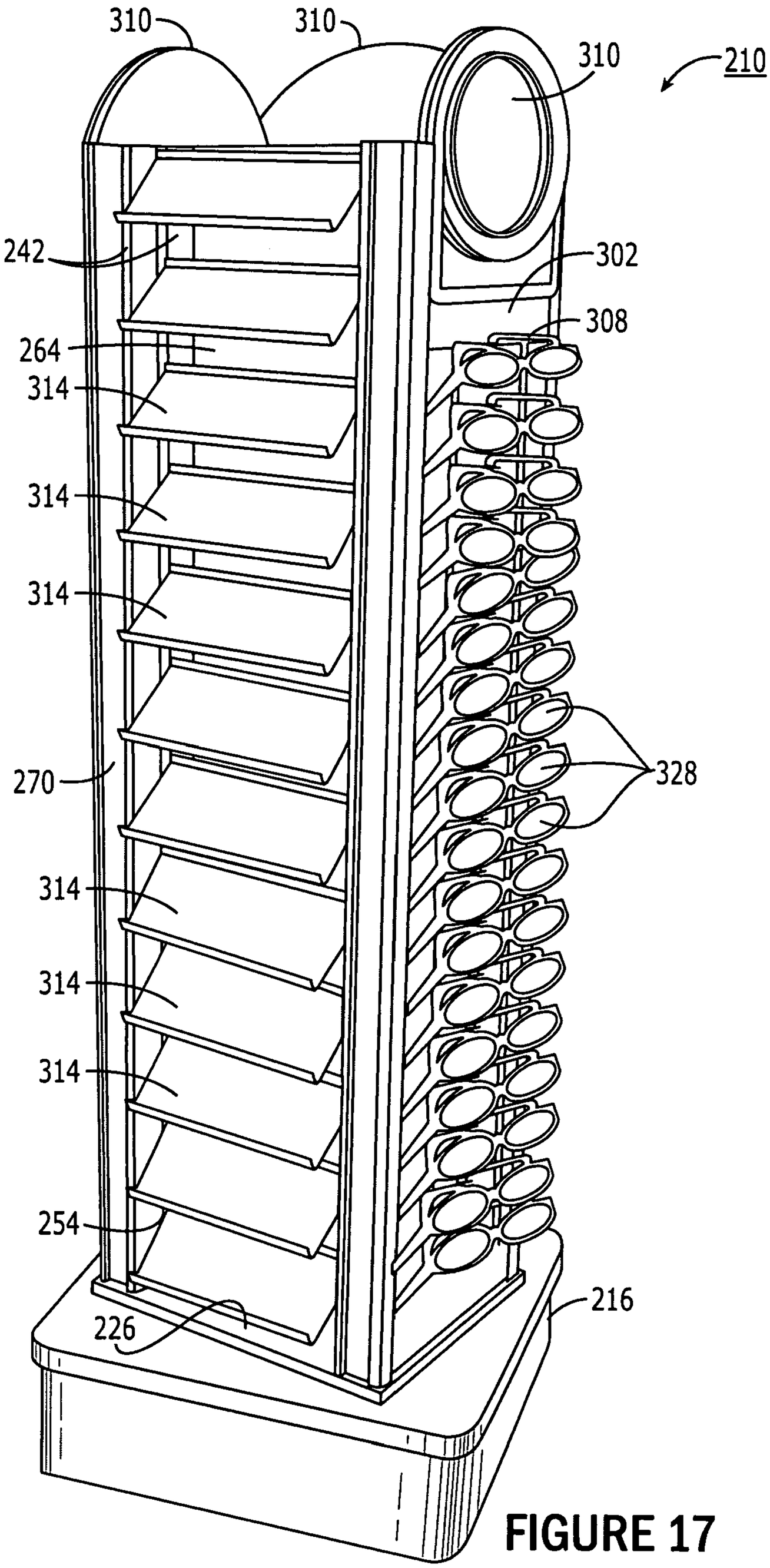
310
310
310
210
242
302
308
264
314
314
314
314
314
270
328
254
226
216

FIGURE 17

POINT OF SALE DISPLAY CONSTRUCTIONS, SYSTEMS AND METHODS FOR CONSUMER PRODUCTS

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation-in-part of application Ser. No. 10/005,389 filed Dec. 3, 2001, which was based upon provisional application Ser. No. 60/258,166 filed Dec. 22, 2000, both of which are commonly owned with this application.

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates generally to constructions, systems and methods for displaying consumer products at a point of sale. In particular, the present invention relates to display systems and methods designed to be easily converted for seasonal product variations, to modify the appearance of the display, to facilitate restocking and/or to change design elements (i.e., mirrors or graphics) associated with different product lines.

2. Description of the Prior Art

A variety of techniques have been used in the prior art to display consumer products at the point of sale. Of course, many staple products are simply stacked on fixed shelving. However, in the case of higher-priced or seasonal products such as sunglasses, non-prescription eye glasses and costume jewelry, the products are frequently attached to a hang tag and suspended from pegs or slots on a vertical panel fixed to a floor stand. Typically, several vertical panels are attached together with vertical posts in a pleasing display on a single floor stand, and may be rotated about a vertical axis so that a stationary customer may view the products on all of the panels. Examples of prior art displays include those shown in U.S. Pat. Nos. 5,794,782 and 5,257,703, both to Ascik.

Prior art rotating vertical stands are often used to display seasonal merchandise such as sunglasses, jewelry and tanning lotions. As the goods are sold down during the season, the display becomes partially empty and thus less appealing to the consumer.

It is a custom in some industries for the manufacturer of the goods to supply the display stand to the retailer. In such cases, when a display stand with seasonal merchandise is occupying needed retail floor space during the off season, the retailer will often throw the display stand away. In that event, the manufacturer will be required to bear the expense of supplying another display stand to the retailer upon the arrival of the next selling season.

SUMMARY OF THE INVENTION

The present invention is directed to display stand constructions, systems and methods which are designed to overcome the limitations discussed above, and to provide display stands which are converted in a facile manner at the point of sale to display or store different merchandise or a more limited amount of merchandise in a pleasing manner, to permit restocking for change of merchandise, or to permit the changing of graphics and other advertising in a facile manner. In several arrangements, display stand constructions according to this invention employ vertical spaced corner posts adapted to receive different display panels which slide into engagement with, or are fitted between adjacent pairs of the posts.

Further in accordance with this invention, the corner posts are also adapted to receive between adjacent pairs one or more supplemental panels which may be inserted in front of or behind an existing display panel for any one of a plurality of purposes, including providing a more pleasing appearance to the consumer as the merchandise on the existing display panel is sold down, altering the appearance of the display or for restocking purposes. Alternatively, the supplemental panel may be used to display the same merchandise, or different merchandise than is displayed on the principal display panel.

In a first embodiment, the above objectives are achieved using a construction employing at least one pair of vertical corner posts, in which adjacent pairs of posts are spaced apart by a distance which defines a display opening, the dimensions of the display opening being generally equal to that of a display panel to be snapped into or slidably fitted between the adjacent posts. In a specific arrangement, each post defines a corner of the display and includes a side facing an adjacent post with at least two recessed slots in each facing side. A first one of the slots in each of the adjacent pairs of posts is dimensioned to receive a side of a first display panel which is snapped or slidably fitted into place in the first slots, usually with merchandise already mounted onto the panel. The second slot extends generally parallel with the first slot along the facing side of each post and is dimensioned to receive the supplemental panel.

The display stand constructions, systems and methods of the present invention are also adapted to receive display panels of different configurations. For example, the display opening between the facing sides of adjacent pairs of the posts may be dimensioned to receive a display panel formed as a corrugated tray having a display face and sides extending a short distance laterally from the display face, on the order of 2"–3", to provide structural integrity. In order to accommodate display panels of this type, the posts may be provided with a rear stop positioned rearwardly of and extending beyond the first slot of the facing side.

Additionally, the display stand constructions and methods of the present invention are also adapted and dimensioned to receive removable shelving or storage containers in the display opening between adjacent posts. In such an arrangement, the shelving or storage containers are dimensioned to fit within the display opening and, if necessary, between the extremities of opposing rear stops and rearwardly into the internal space of the display stand.

In a second embodiment of the point of sale display constructions, systems and methods of the present invention, the vertical display stand comprises at least two spaced vertical supports fitted upon an upper surface of a horizontal member which, in turn, is supported in a rotatable fashion upon a base. The vertical supports are held rigidly in space relation by upper and lower braces. The vertical supports preferably comprise flat sheet materials such as plywood, pressboard or any number of molded plastic sheet materials.

In this second embodiment, the vertical supports are essentially identical and face each other in a mirror image relationship, with sets of two or more vertical slots along the inside face of each vertical support, and with display panels vertically supported between opposing slots. In this arrangement, the construction is provided with corner posts which slidably engage the outer ends of the vertical supports with a retaining tab fitting into corresponding vertical slots along the outside surfaces of each of the vertical supports. Preferably, the corner posts are fabricated from an extruded plastic material, and include at least two slots along an inside

surface facing an opposing post having corresponding slots, to support two or more additional display panels.

A detailed description of the drawings and preferred embodiments of the display stand constructions and methods of the present invention are set out next. It will of course be understood by those skilled in the art from the drawings and detailed descriptions that other constructions and methods may be employed which fall within the spirit and scope of this invention.

DESCRIPTION OF THE DRAWINGS

FIG. **1** is a perspective view illustrating a portion of a display stand system and construction in accordance with a first embodiment of the present invention.

FIG. **2** is a cross-sectional view of a corner post useful in the display stand system and construction shown in FIG. **1**.

FIG. **3** is a cross-sectional illustration of a portion of the system and construction of the display stand like that shown in FIG. **1**, in which different display panels are illustrated as used with a plurality of corner posts.

FIG. **4** is a cross section of another embodiment of a corner post in accordance with the present invention.

FIG. **5** is a cross sectional illustration of a display stand construction utilizing at three corners the corner post of FIG. **4**, and illustrating the manner in which a supplemental panel is inserted in front of a display panel.

FIG. **6** is a perspective view of a cut-away portion of the display stand, illustrating the use of the supplemental panel.

FIG. **7** is a partially cut-away perspective view of the display system showing alternative display panels useful with a display system and construction.

FIG. **8** is a partially cut-away perspective view of a display stand like that shown in FIGS. **1**–**3**, and illustrating in side view one of the alternative display panels shown in FIG. **3**.

FIG. **9** is perspective view of the display stand system illustrating another alternate form of a display panel for insertion between adjacent corner posts.

FIG. **10** is a perspective view of the internal construction features of a second embodiment of a display stand system in accordance with the present invention, with a portion of the construction broken away.

FIG. **11** is a side view of a portion of the display stand construction shown in FIG. **10**.

FIG. **12** is a top view of the display stand construction shown in FIG. **10**.

FIG. **13** is an exploded end view of the display stand construction shown in FIGS. **10** and **12**.

FIG. **14** is a top view of the extrusion which forms the corner posts of the display stand construction shown in FIGS. **10**, **12** and **13**.

FIG. **15** is a front perspective view of the display stand shown in FIGS. **10**–**14**.

FIG. **16** is a perspective view of a shelving insert useful with the display stand embodiment of FIGS. **1**–**15**.

FIG. **17** is a perspective view of a display stand like that shown in FIG. **15**, with multiple shelving inserts like that shown in FIG. **16**.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Turning first to FIGS. **1**–**3**, there is illustrated at FIG. **1** a display construction **10** having two generally vertical display stands **12**, **14** mounted on a base plate **18**, which in turn is mounted upon a stand **16**. Although not shown in FIG. **1**, the stand **16** may include rollers or casters to permit the entire assembly **10** to be wheeled about.

The base plate **18** includes an upper surface **20** to which is attached the vertical display stands **12**, **14** in such a manner as to be rotatable around a vertical axis of rotation passing generally through each respective stand **12**, **14**. Each display stand **12**, **14** includes a base **22** and a top **23**, with four corners formed of spaced, relatively rigid corner posts **24** extending vertically between the base **22** and the top **23**. The construction details of each post **24** and the manner in which each post **24** permits various display panels to be snapped into or slidably fitted between adjacent pairs of posts will be described in greater detail below with reference to FIGS. **2** and **3**.

Each display stand may include a mirror **26** mounted upon one or more corner posts **24**. The mirror **26** is useful for consumers to try on merchandise suspended upon display panels fitted between adjacent pairs of edge molding **24**, as described below.

Turning now to FIG. **2**, corner post **24** comprises an elongated member of a molded or extruded plastic material which is formed in a generally triangular cross section so as to have an outer side **28**, and inner sides **30**, **32**. The outer side **28** is provided with opposing retainers **34**, **36** useful in holding the mirror **26** (FIG. **3**) or promotional cards. Each of the inner sides **30**, **32** is provided with a slot member **38** extending generally laterally from the respective side and defining a first, inner slot **42** and a second, outer slot **40**. Additionally, each inner side **30**, **32** includes a stop **44** extending generally laterally away from the inside extremity of each inner side.

Turning now to FIG. **3**, a display stand construction **12** in accordance with the first embodiment of the present invention employs four corner posts **24** like that shown in FIG. **2**. Adjacent corner posts **24** are spaced apart a distance which defines a display opening equivalent in dimension to a display panel **50**, **60** or **70**. Display panel **50** is shown in greater detail in FIG. **7**. Display panel **50** comprises a thin sheet of flexible material which is snapped into or slidably fitted at opposite ends into first, inner slots **42** of a pair of the opposing corner posts **24**.

Again noting FIG. **3**, a second display panel **60** comprises a tray formed of corrugated material having a front panel **62** and side panels **64**, **66** which extend in the opening between adjacent panels and are dimensioned to rest against the stops **44** of adjacent posts **24** with the front panel **62** extending to the front edges **29** of the adjacent corner posts (see FIG. **3**). Display panel **60** is also shown in FIG. **7**. A third display panel **70** comprises a corrugated shelf member having a back panel **72**, side panels **74**, **76** and shelf panels **78** and is dimensioned to fit between the adjacent stops **44**. Display panel **70** is shown in greater detail in FIG. **8**.

In addition to display panels **50**, **60** and **70** as discussed above, display panel **90** shown in FIG. **9** may also be employed for insertion into the display opening defined by two of the four corner posts **24** in FIGS. **1** and **3**. As shown in FIG. **9**, display panel **90** includes vertical corrugated sides **92**, **94** and slidable corrugated drawers **96**. When necessary, display panel **90**, like panel **70**, may be dimensioned to extend into the display stand **12** between adjacent stops **44**. A supplemental panel **98** (FIG. **6**) may also be used with the display stand **12**, for the purposes discussed above.

A second embodiment of a corner post construction in accordance with the present invention is illustrated in FIG. **4** and referred to generally with reference numeral **124**. Corner post construction **124** includes a front side **128** and slot members **138**, each of which define a first, inner slot **142**

and a second, outer slot **140** both extending laterally from the inside of side **128**. Additionally, each side of the corner post **124** is provided with a stop **144**. Opposing retainers **134**, **136** are adapted to hold mirror **26** or a promotional card.

The particular manner in which the corner post construction of FIG. **4** is utilized in a display stand construction **110** is shown in the cross section of FIG. **5**. Display panels **50** are shown inserted in the first, inner slot **142** of adjacent pairs of corner posts **124**, with supplemental panels **98** inserted in front of each display panel **50** in the second, outer slots **140** of adjacent corner posts **124**.

The supplemental panel **98** is shown in greater detail in FIG. **6**, and may, by way of example, comprise a graphic or other promotional insert which permits merchandise to be moved into the upper portion of the display panel **50**, thereby avoiding the unsightly appearance of a display panel which contains only a small portion of merchandise. Alternatively, another type of merchandise (such as costume jewelry) may be carried by the supplemental panel **98**. Further, the outer display panel **98** may be fabricated of a transparent material so that a graphic design or mirrored surface on the inner display panel **50** can be seen through the panel **98**.

The second embodiment of the present invention will now be described with reference to FIGS. **10–15**, where the display stand construction and system is indicated generally by reference numeral **210**.

As shown in FIGS. **10–13**, the display **210** comprises a vertical display stand **212** supported upon an upper surface **214** of a base **216** with an intermediate, rotatable "Lazy Susan" type unit (FIG. **11**) to permit the display stand **212** to be rotated as shown by arrows **220**, **222**.

The display stand **212** comprises at least two spaced vertical supports **224** both of which are fitted to the upper surface **226** of a horizontal member **228**. As shown in FIG. **11**, the horizontal member **228** is, in turn, mounted upon the "Lazy Susan" rotation unit **218**. The vertical supports **224** are held in spaced relation by an upper brace **230** having extending arms **232**, **234** attached respectively to the inside surfaces **242** of the spaced vertical supports **224**, and a lower brace **236** having extending arms **238**, **240** which are also fitted to the respective inside surfaces **242** of the vertical supports **224**.

The features of each of the vertical supports **224** will now be described with reference to FIGS. **10**, **12** and **13**. The vertical supports **224** may be fabricated from any suitable flat sheet material, such as plywood, pressboard or a molded plastic material. The vertical supports **224** are spaced apart from each other in a mirror-image relationship, with inside surfaces **242** facing each other and corresponding opposing outside surfaces **244**, with opposing ends **246**, **248**. Each vertical support **224** includes a plurality of slots, for example a pair of slots **250**, **252** along the inside surface **242** toward the end **246**, and another plurality of slots, for example a second pair of slots **254**, **256** toward end **248**. It will be appreciated by those skilled in the are that the specific location of each plurality of slots, including the first pair **250**, **252** and the second pair **254**, **256**, is not crucial; however, in the embodiment of FIGS. **10–15**, the pairs of slots are spaced somewhat inwardly from the respective edges **246**, **248** to achieve certain benefits which are described in detail below.

Each vertical support **224** further comprises a first vertical slot **266** adjacent to and spaced from the end **246** along the outside surface **244**, and a second vertical slot **268** adjacent the end **248** along the outside surface **244**.

Reference is now made to FIGS. **12** and **13**. A first vertical display panel **258** is slidably retained in a vertical position in vertical slots **250** between the inside surfaces **242** of the vertical supports **224**; likewise, a second vertical display panel **260** is slidably retained in slots **252** between the inside surfaces **242** of the vertical supports **224**. In a similar manner, a second pair of display panels **262**, **264** are respectively slidably retained in vertical slots **254** and **256**. The vertical display panels **258**, **260**, **262** and **264** may, for example, be thin flexible sheet material like the panels described as elements **50** and **98** above with reference to FIGS. **3** and **5**.

The manner in which slidable vertical corner posts are utilized to provide additional display panels for the display stand **210** will now be described with reference to FIGS. **10**, **12**, **13** and **14**.

In accordance with another aspect of this invention, a corner post **270** is provided which is slidably engaged along the respective ends **246**, **248** of each vertical support **224**, in order to permit additional display panels to be mounted onto the display stand **210**. In the arrangement shown in FIGS. **10–15**, the slidable corner, referred to generally by reference numeral **270**, takes the form of a specific plastic extrusion the shape of which is depicted in FIGS. **12**, **13** and more particularly in FIG. **14**. However, it will be appreciated by those skilled in the art that numerous other configurations may be employed without departing from the spirit and scope of this invention.

Noting particularly FIGS. **13** and **14**, each corner post **270** comprises a first outer wall **272** and a first inner wall **276** generally parallel with the first outer wall, and a second outer wall **274** generally orthogonal to the first outer wall **272**, and a second inner wall **278** which is orthogonal to the first inner wall **276** and generally parallel to the second outer wall **274**. A retaining tab **280** extends generally normal from the second inner wall toward the second outer wall, to form a cavity **290** which is adapted to receive an end portion **292** of a corresponding vertical support **224**, with the retaining tab **280** extending into a corresponding vertical slot **266** or **268** (note FIGS. **12** and **13**).

Each corner post **270** further includes an additional wall formed by portions **282**, **284** extending generally normal to the first outer wall **272**. The first inner wall **276** is molded so as to form two spaced vertical slots **286**, **288** (FIG. **14**). Referring now to FIGS. **12** and **13**, a pair of vertical display panels **298**, **300** are respectively supported in the slots **286**, **288** between adjacent corner posts **270**; and another pair of vertical display panels **302**, **304** are also slidably retained in slots **286**, **288** between opposing corner posts **270**.

Noting FIGS. **12** and **14**, each corner post **270** also includes a pair of tabs **294**, **296** along the first outside surface **272** in order to hold another display element such as a mirror **306** or another form of graphic panel.

An assembled version of the display stand **210** of FIGS. **10–14** is shown in FIG. **15**. As there depicted, the display panel **302** comprises a transparent material which permits the use of a graphic design along the inner panel **304**. The outer panel **302** may include holes **303** or other features which permit consumer products to be affixed to the outer display panel **302**.

Referring now to the left vertical side of the display **210** shown in FIG. **15**, the recessed dimension of display panel **262** permits the use of extending consumer product supports such as that depicted as element **308**, with the recessed area permitting the product and the display elements **308** to be protected from being inadvertently caught by passing consumers, carts and the like. This recessed feature is shown by

arrows in FIG. **12**. Alternatively, shelving like that shown in FIGS. **16** and **17** may be installed in the recessed area. The recessed shelving employs a shelving member referred to generally by reference numeral **314** in FIGS. **16** and **17**. The shelving member **314** may, for example, be formed from transparent plastic sheeting **316** having an upper support surface **318** and a generally vertical retainer **320** at the outer extremity thereof. The shelving member **314** further includes a back plate **322** formed with the support surface **318**, and a pair of slide tabs **324**, **326** extending laterally from the back plate **322**. The dimensions of the shelving member **314** are selected so that each shelving member unit may be slidably engaged in a pair of opposing slots, for example slots **254** in FIG. **12**. In this way, one or more shelving members **314** may be used in place of the display panel **262** of FIG. **12**, as shown in FIG. **17**. In such an arrangement, the display stand may be utilized to present disparate consumer merchandise, for example sunglasses **328** along another panel **302**, while different merchandise is being retained on the shelving members **314**.

The use of facile display arrangements like that shown in FIGS. **1**–**17** permits seasonal graphics to be used as an inner display feature, thereby increasing the potential useful life of the display. By way of example, multiple graphic panels may be provided to the retailer by a visiting representative, or through storage with the display stands **12**, **110** or **210**, such as panels **312** (shown in dotted lines in FIG. **12**). The changed graphic panels can, for example, include seasonal messages for Christmas holidays, winter scenes, spring scenes, summer scenes, Fourth of July graphics and the like. Different graphic displays may be printed on opposite sides of the inside panels (i.e., panels **50**, **260**, **264**, **300** and **304** in FIGS. **3**, **5**, **12** and **13**).

The slidable features of the corner posts **270** in FIGS. **10**–**17** also permit slidable display panels to be utilized as changeable message boards at the top, such as display element **310** in FIG. **15**.

It will of course be understood by those skilled in the art that the corner posts and/or vertical supports shown in FIGS. **1**–**17** provide vertical uprights which support at least one pair of generally parallel display panels.

It will be recognized by those skilled in the art that various modifications and changes can be made in the display stand constructions, systems and methods shown and described above, without departing from the spirit and scope of this invention.

What is claimed is:

1. A stand for supporting and displaying multiple articles of one or more consumer products, comprising:

a base;

an elongated display stand supported generally vertically by the base, the display stand defined by plural elongated corner posts each of which is spaced from an adjacent corner post and extends along a substantial portion of the vertical dimension of the display stand with a display opening therebetween and each post including at least two generally parallel slots with each slot facing toward the adjacent corner post and extending generally vertically along the corresponding corner post, wherein opposing slots on adjacent corner posts are each positioned and dimensioned to receive a display panel therein, such that an adjacent pair of corner posts may simultaneously vertically support at least independent first and second generally parallel display panels between the adjacent corner posts;

a first vertically-extending, outermost display panel supported in opposing outermost slots of the adjacent corner posts and a second, innermost vertically-extending panel supported in opposing innermost slots of the adjacent corner posts; and

means along the outermost display panel for supporting multiple articles of consumer products.

2. The display stand recited in claim **1**, wherein each of the first and second vertically-extending panels comprises a thin flexible sheet.

3. The display stand recited in claim **1** wherein at least a portion of the outermost display panel is transparent such that the innermost display panel can be seen through the outermost display panel.

4. The display stand recited in claim **1**, further comprising:

first and second elongated vertical supports carried by and extending vertically and generally parallel from the base, each support having an inner surface facing the inner surface of the other support, an opposing outer surface and vertically-extending ends; and wherein

one of the corner posts is supported along each end of each vertical support.

5. The display stand recited in claim **4** further comprising means for supporting at least two additional vertically-extending display panels between the first and second supports generally orthogonal to the respective inner surfaces thereof.

6. The display stand recited in claim **4** further comprising:

a first pair of the first outermost and second innermost display panels supported in spaced relation to the outer surface of the first vertical support by a first opposing pair of the corner posts at the ends of the first vertical support; and

another pair of first outermost and second innermost display panels supported by a second opposing pair of the corner posts at the ends of the second vertical support.

7. A stand for displaying multiple units of merchandise, the display stand comprising:

a base;

plural, generally elongated posts supported by the base in spaced relation with a display opening between adjacent pairs of the posts;

means for receiving and supporting an outer display panel and an inner display panel in display openings between an adjacent pair of the posts, the outer display panel being transparent and the inner display panel having graphics viewable through the outer display panel; and

means along the outer display panel for receiving and supporting consumer merchandise thereon.

8. The display stand recited in claim **7** further comprising each post in one pair of the posts defining an inner, generally flat side facing and extending generally parallel with an inner, generally flat side of the other post with the corresponding display openings between the pair of posts.

9. The display stand recited in claim **8** wherein the display panels are supported vertically in the display opening.

10. The display stand recited in claim **8** further comprising means about at least a portion of the periphery of the display openings for removably supporting both the first and second display panels vertically.

11. The display stand recited in claim **10** wherein the removably supporting means comprises at least two generally parallel, vertically-extending slots extending along each inner flat face of each post, with an edge of one of the display panels supported in each slot.

12. A construction for a consumer product display stand, comprising:

a horizontal member;

at least two generally flat, elongated supports mounted on and extending vertically from an upper surface of the horizontal member, the vertical supports spaced apart from each other and each having an inner flat surface, an outer surface opposite the respective inner surface and opposing first and second edges;

at least four display panels slidably supported between the opposing inner surfaces of the vertical supports; and

at least four slots extending vertically along each inner surface of each vertical support, with opposing pairs of slots slidably supporting one of the display panels.

13. A construction for a consumer product display stand, comprising:

a horizontal member;

at least two generally flat, elongated supports mounted on and extending vertically from an upper surface of the horizontal member, the vertical supports spaced apart from each other and each having an inner flat surface, an outer surface opposite the respective inner surface and opposing first and second edges;

at least two spaced display panels slidably supported between the opposing inner surfaces of the vertical supports;

a corner post slidably engaged along each first and second edge of at least one vertical support; and

at least one display panel slidably supported between one pair of adjacent corner posts, and extending parallel and spaced from an outer surface of one of the vertical supports.

14. The construction for a consumer product display stand as recited in claim **13**, further comprising another display panel slidably supported between the one pair of adjacent corner posts and extending parallel with and located between the outer surface of the adjacent vertical support and the one display panel supported between the pair of adjacent corner posts.

15. The construction for a consumer product display stand as recited in claim **14** further comprising:

a second pair of corner posts slidably engaged along the first and second edges of the second vertical support; and

another pair of display panel slidably supported between the corner posts engaged with the second vertical support.

16. A construction for a consumer product display stand, comprising:

a horizontal member;

at least two generally flat, elongated supports mounted on and extending vertically from an upper surface of the horizontal member, the vertical supports spaced apart from each other and each having an inner flat surface, an outer surface opposite the respective inner surface and opposing first and second edges;

at least two spaced display panels slidably supported between the opposing inner surfaces of the vertical supports;

a pair of spaced retainer slots extending generally vertically along the outer surface of the at least one vertical support, each slot adjacent a corresponding one of the first and second edges; and wherein

each corner post includes a retainer tab extending into a corresponding retainer slot.

17. The construction for a consumer product display stand as recited in claim **12** further comprising:

a base; and wherein

the horizontal member is rotatably supported upon the base.

18. The display stand recited in claim **5** wherein the two additional vertically-extending display panels are recessed inwardly from adjacent ends of the first and second vertical supports.

19. The display stand recited in claim **18** wherein an outermost one of the additionally vertically-extending display panels comprises plural shelving members each slidably engaged in a corresponding pair of the opposing slots, each shelving member including an outwardly-extending support surface.

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